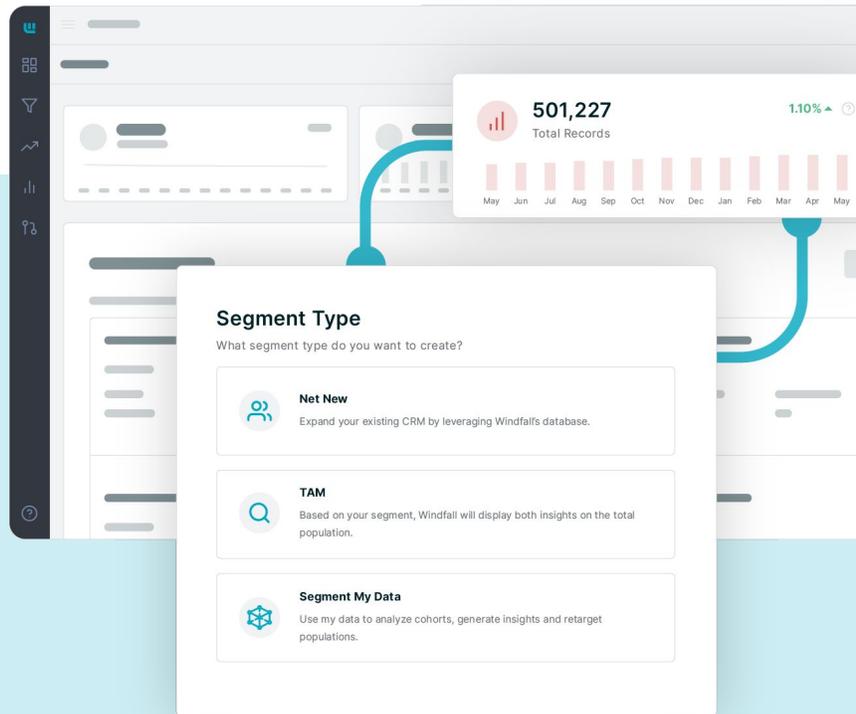


Increase donations and raise more across marketing channels.

Supercharge net new acquisition and retargeting campaigns with advanced audience models, segmentation and activation.

The Windfall Difference

Drawing from a database of 100M+ households that includes deep financial, philanthropic, and career insights, combined with AI-driven predictive intelligence, the Windfall platform amplifies multi-channel campaigns for data-driven nonprofits.



Windfall's Coverage

90M⁺

US Households

18.1M⁺

Affluent Households (\$1M+)

\$71T⁺

Total Wealth Tracked

Example Use Cases



Net-New Donor Acquisition

Engage the new donor audiences that are the best fit for your cause with targeted campaigns across digital and direct marketing channels.



Constituent Re-Engagement

Enhance donor retention by re-activating high propensity, high capacity constituents.



Lookalike Scoring

With Windfall's advanced machine learning platform, harness the power of predictive modeling to build intelligent lookalikes of your best cohorts.



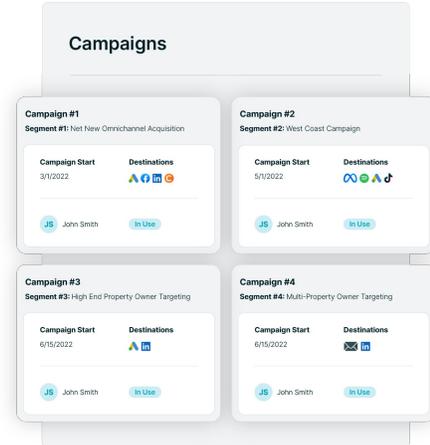
Right-Time Audience Engagement

Access wealth, life, and career insights to engage prospects and donors at the moments when they are most likely to respond.

How It Works

Windfall puts the power of advanced segmentation and targeting directly into the hands of marketers, boosting campaign ROI and ROAS.

With an intuitive application, marketers activate insights directly into workflows and marketing programs.



Create high-impact campaigns in the Windfall Application

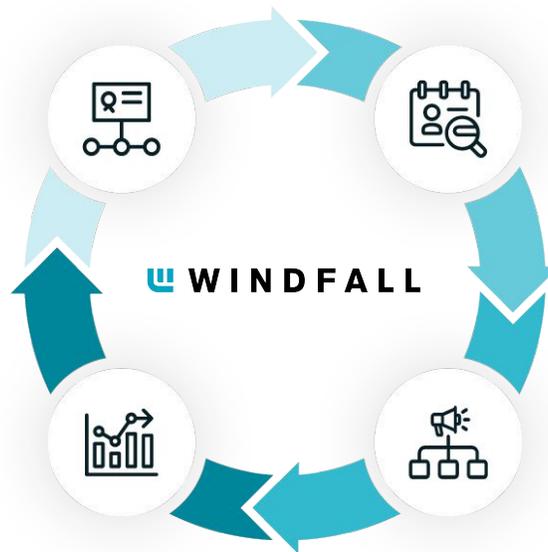
Supercharge Insights and Campaign Performance

Identify

Leverage machine learning to pinpoint precise audience segments and target campaigns to the right donors.

Measure

Gain key performance insights with sophisticated attribution and campaign measurement techniques.



Understand

From net-new prospects to existing constituents, learn which audiences to engage, when to engage them, and how to drive the biggest return from these audiences.

Engage

Activate targeted campaigns across 400+ major digital, social, and direct marketing platforms.

Real-World Customer Results

+210%

Increase in average gift size

3x

Increase in baseline response rates

+20%

Increase in major gift prospect pool

10x

ROI on Windfall within 9 months